March & April 2005

www.IN.gov REPORT CARD

- - PROGRESS NOTES - -

Portal Highlights

Hoosiers Stay Connected During Session
The State's official Web portal has services and information that help citizens learn more about the democratic process and participate in state government and the legislative process.

BillWatch (**www.billwatch.IN.gov**) provides email notification of legislative action on selected bills and ***Who's Your Legislator*** (**www.legislator.IN.gov**) enables citizens to find and contact lawmakers. Access to all legislative information is available any time at **www.legislative.IN.gov**. During March and April, the legislative site had more than **8.6 million** accesses!

I-FILE Update – Tax Season Goes Smoothly
The Department of Revenue's ***I-File*** service (**www.I-File.IN.gov**) helped nearly **87,000** Hoosiers electronically submit tax returns this year. To handle the rush of last-minute filers, portal staff took proactive measures to ensure the service would function optimally and tax forms would be readily available through midnight on the 15th.

- Nearly **20,000** online filings during the last week
- **348,544** Tax forms downloaded on the 15th
- More than **5,000** filings on April 15.

- - REMARKS - -

BMV Online Driver License Renewals
"I am sure that you get lots of flack. I must say that this service to renew driver licenses is the best thing to happen in the BMV. Congratulations. No flack just roses to the department!"
Submitted by D. Traub

Dept. of Revenue Income Tax Filing (I-FILE)
"I love the IT-40 I-File system. It's user-friendly, and I don't have to pay to file my taxes electronically. Thank you."
Submitted by L. Farrell

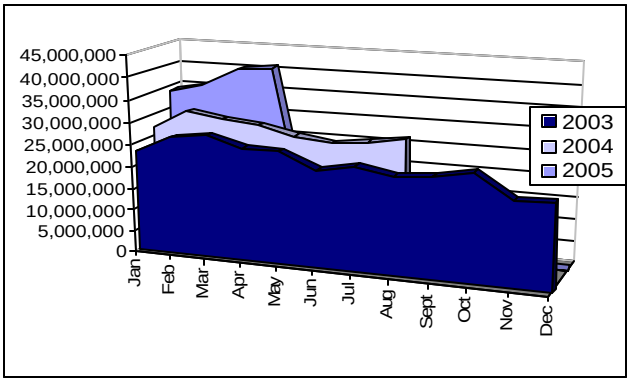
"For the last several years, I have used the online tax form. It is a wonderful alternative to the paper process. The ease and functionality of the process is great."
Submitted by R. Skadberg

- - MAKING THE GRADE - -

Accesses to www.IN.gov

	2005	% change/2004
March	39,914,278	**+ 25%**
April	40,613,815	**+ 29%**

Portal Access History



Most-Visited Agency Sites in March

1.	General Assembly	4,436,551
2.	Department of Revenue	4,087,754
3.	Dept. Natural Resources	2,802,806
4.	Bureau of Motor Vehicles	2,207,038
5.	Secretary of State	2,174,712

Most-Visited Agency Sites in April

1.	Department of Revenue	5,695,827
2.	General Assembly	4,220,186
3.	Dept. Natural Resources	3,073,555
4.	Secretary of State	2,138,036
5.	Bureau of Motor Vehicles	2,110,789

Usage Statistics

	YTD, 2005	change/'04
Tax Filing (I-FILE)	86,595	**+ 19%**
Lic. Plate Renewal	160,844	**+ 2%**
Driver Lic. Renewal	25,510	**+ 151**
Hunting/Trapping/ Fishing Licenses	23,930	**+ 202%**
Campground Reservations	14,906	**+ 32%**
Prof. Lic. Renewal	18,839	**+1%**
SOS UCC Filings	22,770	**+ 8%**
ISP Limited Criminal History	39,861	**- 4%**

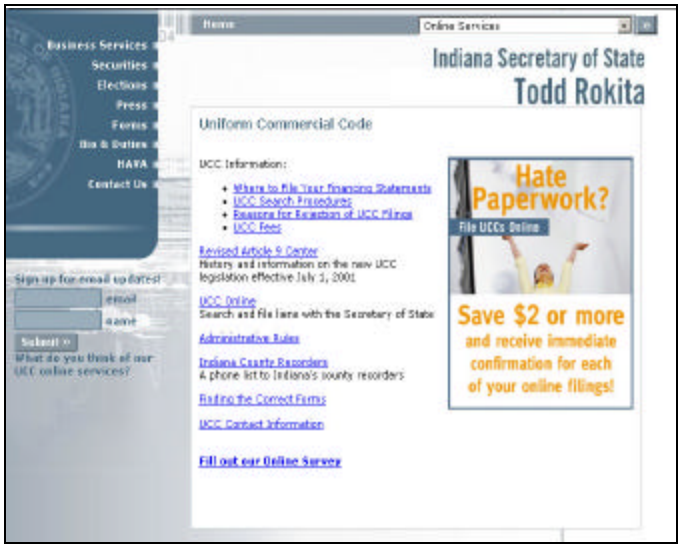
IN.gov Features

Sixth Annual *What's So Great About Indiana?* Screen Saver Contest | www.contest.IN.gov

In March, portal staff and agency representatives chose 20 finalists for the ***What's So Great About Indiana?*** screen saver contest. The artwork was then posted to **www.contest.IN.gov** for a round of public voting. The public chose the following as winners of this year's contest: Ben Dowen, Cortney Greene, Heather Nale, Brittney Walker, and Alexis Warren. All five winners are students at Bradie Shrum Upper Elementary School in Salem, Indiana.

The group had lunch on the canal at the Stardust Terrace Café at the Indiana Historical Society, received formal recognition from Lt. Governor Becky Skillman, and enjoyed a special tour of the Indiana Statehouse.

SOS Online Services Marketing www.SOS.IN.gov



During March and April, portal staff and the Secretary of State's staff worked together to heavily promote SOS online services:

- Banner ads promoting Business Entity and Uniform Commercial Code Filings and Trademark Searches were placed on relevant SOS and *accessIndiana* Web pages.
- Colorful stickers promoting online services were developed for SOS staff to affix to outgoing office mail for paper transactions.
- Portal staff and the SOS have worked together to develop Business Entity Report Filings reminder postcards, which are mailed to businesses to drive online filings. In addition to saving time and increasing convenience for both the SOS and businesses, online filings are a less expensive option than mail or walk-in. The postcard campaign has been a great success:
  - In March 2005, **74%** of all Business Entity Reports were filed online.
  - By April, year-to-date online filings had **increased by 390%.**

- - HISTORY LESSON - -

Quick IN.gov Facts

- **www.IN.gov** *(accessIndiana)* is the State's official Web portal.
- The portal has more than 300,000 pages of information and hundreds of interactive services.
- 99 percent of all information and services available at IN.gov are free to the public.
- In 2004, portal accesses reached over **336 million**, averaging more than 28 million per month. This represents a **19 percent increase** in usage over 2003, during which accesses totaled more than 280 million.
- Portal accesses topped **40 million** – an all-time record – in April 2005.
- IN.gov adheres to strict privacy, security, and accessibility policies, which may be found at: **www.IN.gov/ai/policies**
- Everything you ever wanted to know about IN.gov can be found at (where else?) **www.about.IN.gov**, including statistics, business model information, portal services for government partners, a media center and success stories.

Awards & Recognition

- *accessIndiana* **placed 2nd** in the Center for Digital Government's 2004 **Best of the Web** competition.
- The Indiana State Department of Health won the 2004 **Gold Award for Excellence** from the National Public Health Information Coalition.
- Indiana received a **4th place** ranking in the 2004 Center for Digital Government's **Digital States Survey**
- The BMV Digitally Certified Driving Records service received the 2004 **MIT Digital Government Innovation Award**.
- *Who's Your Legislator?* was honored with the Indiana Geographic Information Council 2004 **Award for Achievement** in GIS.
- *accessIndiana* received **3rd place** in the 2003 **Brown University eGovernment Study**.
- *accessIndiana* received **3rd place** in the Center for Digital Government's 2003 **Best of the Web** contest (4th place in 2002).
- *accessIndiana* was **ranked 6th** in the Center for Digital Government's 2003 **Digital State Legislatures Survey**.
- *accessIndiana* was recognized as a **Best of Breed** by the Center for Digital Government in January 2003.
- **The Indiana Department of Revenue's I-File service** was named the overall winner in the 2003 National Electronic Commerce Coordinating Council (NECCC) **Value in Technology Achievement** awards.

accessIndiana Branding Strategy

The portal's branding and marketing strategy can be summed up in one statement: "If it's not **IN.gov**, it's not official". To assist agencies in transitioning to the IN.gov brand, a URL branding request form (**www.IN.gov/webaddress**) is available to all state agencies, boards and commissions as well as all local jurisdictions of governments. All requests are electronically reviewed by a team comprised of State eGovernment champions. This team not only approves requests based on uniformity to the suggested standards, but also ensures that "umbrella" URLs are viewed from an enterprise perspective. An umbrella URL is used to brand a "mini-portal" that pulls together related information from a variety of sources. For example, **www.HR.IN.gov** was created to help human resources professionals find relevant employment-related services from a single location.

Business Model & Partnership

- The *accessIndiana* portal was introduced in December 1995.
- Indiana Interactive, a subsidiary of NIC, was chosen as the private partner to manage *accessIndiana* in 1995. NIC maintains long-term outsourcing contracts with 16 states.
- A public-private partnership model is used to manage the portal, with primary funding for the portal coming from the assessment of modest convenience fees (called "Enhanced Access Fees") to end users (primarily businesses) for a select set of services. Traditional means of access are still available to those who prefer not to pay the Enhanced Access Fees.
- Indiana Interactive employs 29 full-time staff, with 2004 operating expenses of about $2.8 million, of which none were appropriated through the General Assembly.
- All state departments, agencies, boards and commissions have a Web presence on the portal, gaining efficiencies and economies by providing information online.
- More than **44 percent** of accesses to the portal occur while government offices are closed.
- The Next-Generation Portal "common look and feel" initiative allows for each agency Web site to have a common navigational structure and design. This gives visitors a familiarity among state Web sites that is user-focused, not organizationally focused and compliant with state and federal accessibility standards.